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JERSEYBELLE
Big and Beautiful

Allen's

**1885
TO
1967**

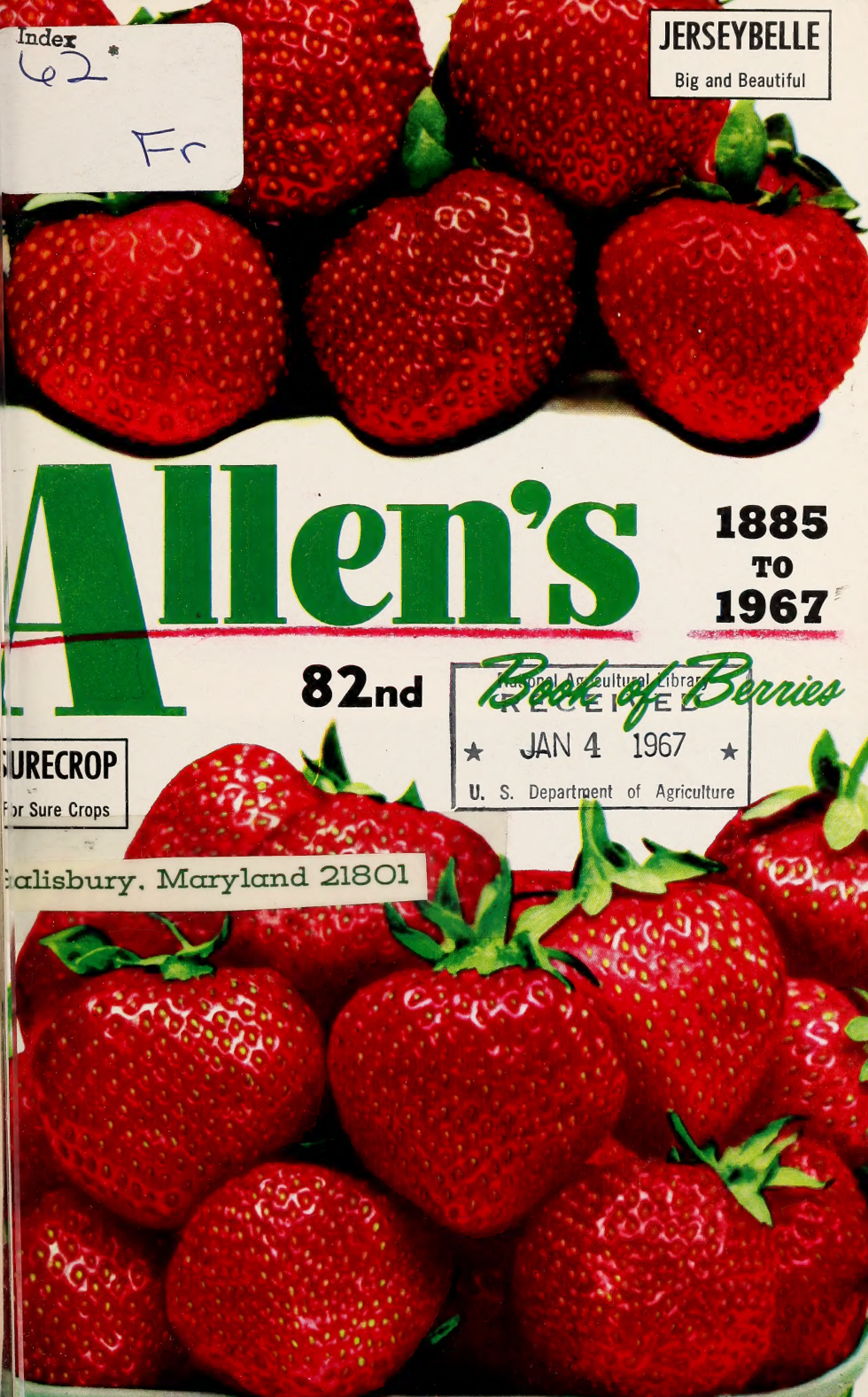
82nd

Book of Berries

National Agricultural Library
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U. S. Department of Agriculture

SURECROP
For Sure Crops

Salisbury, Maryland 21801



TENN. BEAUTY

Best Late in Middle States



SPARKLE

Late and Productive

THE PLANT SITUATION—1967

Drought throughout the entire Northeast emphasized the importance of irrigation as being absolutely essential even for survival of the planting stock. Water became so limiting that we started irrigating the last week of March. Rains came in late April, May, and early June, but the prolonged heat and drought set in about the first of July. This was not broken until the second week of September. Even though plants may survive with irrigation, they do not run freely. Therefore, most varieties are in short supply this year.

Prices will be up about 10% this year, after having held the line since 1964. The cost of everything related to strawberry production—fertilizer, machinery, packages, and labor, have increased markedly with the inflationary pressures that every consumer is so acutely aware of.

Registered Plants continue as the cheapest investment in achieving consistently good results. All your other costs of production are for naught if the plants don't grow.

Order Early so that you will get the varieties you want and that we may plan our time so as to get the work done.

ALLEN'S PLANTS, Standard of the Industry for 82 years, are still your Best Buy for Big Crops of Better Berries.





Strawberries can be grown consistently with as high a monetary return for the investment as any crop there is. You must grow good berries which will pay for the extra effort used in producing them. The price of strawberries is dependent upon quality, and quality makes it easy to sell your berries at a nice profit.

SOME THINGS TO CONSIDER

1. Strawberries can be grown anywhere with fine varieties suitable for every state.
2. Strawberries are an excellent way to utilize good land, especially in urban areas, because a high income per acre can be expected.
3. Strawberries have a wide variety of markets available—local stores, chain stores, restaurants, processors, commission houses, roadside markets and "Pick Your Own" projects.
4. Strawberries require little machinery with little capital investment.
5. Strawberries are the first fruit crop of the season.
6. Strawberries under irrigation are protected in the spring from frost damage and the berries produced are larger and better with ample moisture.
7. Strawberries are excellent as a family business or a commercial venture. The work is suitable for older people, women and children.
8. Strawberries appeal to everybody. No one can resist quality berries offered at either retail or wholesale.

SOME THINGS TO WATCH OUT FOR

1. Do not plant more strawberries than you can care for. The profit in strawberries is in growing them well.
2. Do all the things necessary to grow good berries. Poor berries sell only when quality berries are not available.

Boyle Co., Ky., Dec. 29, 1965. "Our first strawberry plants produced extra well the first year, and then last spring, the second crop did almost as well again. In fact, my daughter won County Champion at the Boyle County Youth Fair and went on to claim the District First Place and Grand Champion. Strawberries from your plants really sell well and we wouldn't think of changing plants. Our hobby is indeed growing into a profitable one. We have old and new customers waiting for our next crop of berries." Mrs. John Coulter, Jr.

"PICK YOUR OWN"

As we have said for several years, the "Pick Your Own" projects are increasing every year. Fields will vary from less than an acre to more than 20 acres, with the owner-grower having his crop picked by his customers. Packages are in most cases supplied by the grower so the harvesting operation consists of supervising the customer-pickers and collecting the money for the fruit. Any location within a few miles of a population center is a natural for this type of berry growing.

A person living in the city is able through "Pick Your Own" to get a supply of completely fresh strawberries for his own use with an outing that is both work and fun.

In most cases "Pick Your Own" has the unique situation of providing an ever-increasing market, as satisfied customers tell their friends and, like gossip, more and more people find out. Usually "Pick Your Owners" have a regular mailing list by which they let customers of past years know what variety will be available and when. A small ad in the newspaper, a spot announcement on the local radio station, or other means of publicity may be necessary to bring customers for the first time. After your reputation for good berries is established they will be back.



ALLEN'S WINNING PLANTS

Standard of the Industry for 82 Years

REGISTERED

Growing strawberries for best results with your own efforts is off to a good start by using Allen's Winning Plants. These are registered and are grown under the following rigid schedule. As a berry grower you cannot afford to do all of these things but you should insist that your plant grower does them for you. You can realize most of the benefits from this program by renewing your planting stock every year or two.

Here are the things we must do to qualify for the registered label which means so much to you as a grower:

1. Planting stocks from virus-free sources must be used.
2. Virus-free stock must be kept virus free. This requires 12 to 14 dustings to kill the aphid which is the carrier of the virus organism.
3. This superior stock must be grown in fields isolated from varieties where virus-free plants are not yet available and from other fields of ordinary plants in the community.
4. Provide a screen house from which constantly a basic stock of indexed virus-free plants may come.
5. Soil fumigation to control or eliminate root nematodes. Nemagon is the material used, as that has been found to be the most effective fumigant to date for nematode control. Our plant fields are all fumigated twice during the growing season.
6. The use of abundant plant food. We use about 1800 pounds per acre to keep them growing at their best.
7. A minor element mixture is added to the fertilizer to avoid the possibility of any weakness resulting from any minor element deficiency.
8. Aldrin is added to the fertilizer to kill ants, cutworms, grubworms, etc., which might kill or weaken the plants.
9. Constant inspection to make sure that planting stock is free from red stele and that the soil in which they are to be planted is also clean.
10. With ALLEN'S PLANTS you get all the above plus the benefit of our specialization and experience. We grow no other nursery product and we have been growing and shipping fine strawberry plants for 82 years. We believe this means much to you as a grower.

Montgomery Co., Va., May 18, 1966. "I ordered 1,000 strawberry plants and they were shipped March 15th. I got them the 18th and you sent me 70 extra plants. So, out of the 1,070 I have 1,069 to grow. You have to know how to set them and have to get good plants to get them to live like that. They are now making new runners and are just like a picture." H. A. Long

PICKING THE WINNERS

A Bird's-eye View of the Best!

Early

EARLIDAWN

Earliest of all. Productive. Very frost-resistant. Berries attractive, light in color and firm enough to ship. Wide adaptability from upper south to far north.

MIDLAND

Very early. Excellent fresh or frozen. Beauty, size, color, quality, productiveness and firmness to put it at the top.

SUNRISE

Glossy, bright red berries that do not darken. Good dessert quality. Very vigorous plants, resistant to red stele and verticillium wilt.

FAIRFAX

The top quality berry. Ideal for home garden, roadside market and where the variety is known by name. Berries are large, firm, becoming dark when fully ripe.

Midseason

CATSKILL

Our leading variety. Adapted from Canada south to Missouri and North Carolina. Heaviest producer of any leading variety with more big berries. Good quality and attractive. It is always safe.

SURECROP

Exceptional vigor. Ease of growing and triple resistance to red stele make Surecrop a sure thing.

POCAHONTAS

Productive. Very popular with commercial growers. Excellent shipper. Berries are light, large, attractive and firm.

Late

SPARKLE

Unquestionably the best quality and quantity producer for the north. Berries are of medium size, excellent quality, red clear through and many of them. Excellent for freezing. Red stele resistant.

TENN. BEAUTY

Still the best of the late varieties for the middle states. Excellent for home gardens. Beautiful berries with a showy cap. None better for freezing. Quite productive and with irrigation size will hold up.

JERSEYBELLE

Fancy berries that always bring the top price. Large size. Easy to grow with virus free stocks.

Very Late

VESPER

Large size. Highly productive. Extends the season with beautiful berries. Good for home garden and roadside market.

REDSTAR

The best real late berry and the latest real good berry. Fancy berries for the high price after the others are gone.

Everbearing

OZARK BEAUTY

Firm, glossy, good quality. Under good conditions vigorous plant producer.

SUPERFECTION

Still our first choice of the everbearers. With ample moisture it is easy to grow and quite productive.



✓ **SUNRISE**

A New Early Variety

Sunrise performed quite well in fruiting tests in our patches during 1966. Most early berries were killed by frost but with the help of timely rains the season was extended although no satisfactory yield records could be obtained. Prices ranged from 20c per quart to 65c per quart with an average of 45c per quart.

Sunrise berries are glossy and medium in size, ripening with the earliest. The bright red, uniform color does not darken on holding and the light pink flesh is firm. (See center of catalog.) Most of the berries are of a symmetrical conic shape; later berries frequently have a slight neck. The flavor is considered to be of good dessert quality, somewhat subacid, but they are not considered too good for freezing because of the paleness of the flesh.

Virus-free Sunrise plants produce runners freely, are exceptionally vigorous and not only resistant to verticillium wilt but also triple resistant to red stele. Although the plants are susceptible to leaf spot, easily controlled by copper dust, they are resistant to leaf scorch and mildew.

Sunrise (Md.-U.S. 2601) originated from a cross with Stelemaster. Although it has been grown as far north as Massachusetts and as far south as North Carolina, the best results have been reported in the mid-Atlantic states.

Early ripening, bright red fruit, attractive appearance even when held, resistance to verticillium wilt, and triple resistance to red stele are very strong points for this variety. Sunrise for early and Surecrop for mid-season are the best bet where red stele poses a problem. Price list, page 28.

MIDLAND *With Irrigation it has Everything*

Midland has much to recommend it—size, quality, color, productiveness, firmness, freezing excellence and beauty. It grows best in the middle states but it can move north if irrigation is available to combat frosts and it can go south if irrigation is available to help get a good fruiting row.

Midland berries are very early, ripening slightly after Earlidawn. They are quite firm with a bright red color which extends through the berry. Throughout the season the berries will average large in size, excellent in quality and excellent for freezing. The berries will darken somewhat upon holding, which is definitely a drawback on the wholesale markets.

Midland plants are large, vigorous and very productive. However, good soil plus good care are necessary to get enough plants for a good fruiting row.

We have a good supply of beautiful Midland plants. Price list page 28.



EARLIDAWN *Earliest of All*

Earlidawn is a cross of Midland and Tennessee Shipper, released in 1956, and we have never had enough virus free plants to fill all orders for this fine variety.

Earlidawn ripens the earliest of any variety and is as frost proof as any variety because of the fact that its flower stems are short and the bloom is protected by leaves.

Earlidawn berries are large in size and hold this size through the picking season. They are glossy and vivid red in color (see color photo). The skin is fairly tough with about the same degree of firmness as Pocahontas, not as firm as Blakemore and Dixieland but firmer than Catskill and Sparkle. Earlidawn berries are uniform with seeds slightly sunken, and a flavor that is tart and good.

Earlidawn plants are vigorous but do not produce runners freely under adverse growing conditions. It is for the good grower and requires adequate moisture to produce runners freely. Plants are very susceptible to verticillium wilt and where this is a specific problem Earlidawn should not be planted.

Earlidawn is grown very widely from the south to the far north. It is a heavy producer and the stand-by for thousands of growers.

Our plants are beautiful. May we send you some? Price list page 28.

✓ FLORIDA 90

Florida 90 was originated by Dr. A. N. Brooks in Florida in 1947. Florida 90 grows very freely, making as many or more runner plants than any other variety. It is quite subject to leaf spot and leaf scorch and we use copper in our dusting schedule to combat this problem.

The berries are large, pointed, red all the way through and ship very well to northern markets. We believe it is safe to make the statement that it is the standard variety grown in the State of Florida with just a little migration into immediately adjacent territories.

Nearly all other varieties of strawberries will not grow in Florida because there is not sufficient cold weather to produce dormancy which is necessary for fruit development. Florida 90 is the only variety that we can recommend for the home garden in Florida. Price list page 28.

✓ MISSIONARY

Missionary was the leading variety in Florida for many years but has been largely replaced by Florida 90 in most areas. Missionary will do well on almost all soils and better than most on extremely light soils. The berries ripen early, are medium in size, dark red in color, rather tart in quality and attractive in appearance. It is a very good shipper, and is also a favorite with the cold pack or "juice men." Like Florida 90, Missionary is adapted to the climate of Florida and adjacent areas and will produce fruit even in the absence of cold weather. Virus free stocks emphasize the good qualities of Missionary. Price list page 28.

✓ PREMIER

The Frost Proof Berry

Premier originated in Massachusetts and was introduced in 1918. Its adaptability extended from the mountains of North Carolina and Tennessee north to Canada. For years Premier was our sales' leader and is still a favorite with some growers. For the most part better varieties have replaced it.

Premier berries are early, medium size, long-conic, and of fair quality. The plants are resistant to leaf spot, leaf scorch and are tolerant of virus. Premier is hardy and frost proof, giving big crops every year.

Virus free stocks insure a good fruiting row now, but virus free Premier in our opinion is not the real Premier. The fruit is the same in size and shape but it is light in color, less firm and less desirable in quality than the old stock.

For those people who have known and grown Premier we have beautiful plants of virus free Premier and a few plants of the regular stock for those who want to try the old strain. Premier is also sold as Howard 17, which was the original name. Price list page 28

✓ BLAKEMORE

The Great Southern Shipping and Processing Berry

Blakemore is still a standard shipping berry throughout the southern and middle states. The plants are very vigorous, making a satisfactory row under almost all conditions. Usually it is necessary to thin some plants to keep the bed from getting too thick. Blakemore territory includes all the southern states and goes as far north as southern Pennsylvania and New Jersey.

Blakemore berries are attractive in appearance, light in color and hold the light color for several days. Berries are very firm and will remain in good condition from the time the berries are first picked until they reach market. The berries ripen evenly all over and will stay firm on the vines, making good picking rather easy. In quality they are quite tart and need sugar when consumed as fresh fruit. Some of the berries are large in size but with thick beds and a dry season Blakemore will run down in size very badly unless irrigated. Blakemore is quite productive, giving a high yield per acre, particularly if some thinning of plants has been done.

Blakemore in the right situation is still a money maker. It is easy to grow with our beautiful plants of virus free stock. Price list page 28.

EARLIBELLE

Earlibelle (N.C. 2486) is a new variety released as an early commercial variety for North Carolina and south. We had excellent results and good yield fruiting Earlibelle here in Maryland during 1966. The season was more toward mid-season than early under our conditions. The berries are uniform, long-conic in shape, with a surface glossy and firm; the flavor is tart. Earlibelle plants are small but run so freely that beds frequently need thinning. Price list, page 28.



REDCOAT

Redcoat is an introduction from Ottawa, Canada, which ripens in the Dunlap season. It is productive, very attractive in appearance and of good quality. In tests at Kentville it ranked ahead of Sparkle and behind Robinson in yield per acre. The chief objection to Redcoat is its susceptibility to verticillium wilt. Price list page 28.

SENATOR DUNLAP

Dunlap is a fine old variety that was found in Illinois in 1890. It is grown principally in Illinois, Wisconsin, Iowa, Minnesota, Nebraska, North Dakota and South Dakota.

Dunlap berries are medium size and not too firm. They are very good as fresh fruit and rated as average for processing. The berries are a bright, rich red clear through.

Dunlap plants are vigorous growers but quite susceptible to leaf spot. We use copper in our dusting schedule to combat this problem. We have a nice supply of beautiful Dunlap plants this season. Price list page 28.

Franklin Co., Ohio, Jan. 10, 1966. "For years I have been reading garden catalogs but yours is the first I have seen that conscientiously and in painstaking detail lists the bad features along with the good. Having consulted numerous catalogs on this, my first venture into raising strawberries, I was amazed to read the glowing descriptions of varieties that you evidently don't particularly esteem. Being a complete neophyte I soon concluded I'd better buy from the Allen Co. because if I goof it up, it won't be because I was conned by a good catalog story. Yours for more truth in garden catalogs." D. S. Pattison

DIXIELAND *Firm and Beautiful*

Dixieland has a wide climatic adaptability which extends from Canada to Mexico. The berries are quite tart, light in color, very firm, big and beautiful. They are very popular for shipping and processing and will hold on the vines the best of any variety in our experience.

Customarily Dixieland makes luxuriant plant growth of exceptional vigor. However, Dixieland is in trouble. A genetic variegation has developed in the variety known as "Spring Yellows" or "June Yellows". Leaf variegation is a non-infectious disease caused by a defect in the hereditary background of the variety, and it is not a virus. There are no known sources of Dixieland free of yellows. Symptoms of yellows appear as the green of new leaves becomes pale and streaked with yellow in the spring. This may disappear during warm weather and show up again in the fall or the next spring. This varies with the season. Plants become stunted and weak, and badly affected plants are unproductive and die prematurely. Plants affected never recover and the variegation is passed on to the runner plants.

We know of no cure for yellows. For years we have cautioned our customers regarding this problem. During this time we have tested and rogued the best stock we could obtain. We have continued this roguing and still feel that we can definitely state that we have as good a planting stock of Dixieland as can be bought and certainly better than most. This stock is neither free from yellows nor is it virus free. We do feel that for the grower who wants Dixieland that our stock is the best bet. We do not wish to make any guarantee as to the performance of Dixieland but our experience has been that with roguing and maintaining only one year fruit beds this variety is still satisfactory. Price list page 28.

Allen's Dixieland plants growing near Salisbury, Md.



REDGLOW *The American Beauty*

Redglow berries are a beautiful shiny red and so attractive that there are no varieties that can top it in beauty and quality. The berries ripen at the same time as Midland and are rated very good for freezing.

Plant growth and runner production under most conditions are quite good. Redglow is resistant to the most common strain of red stele and is adapted to the middle states. Both its earliness and exceptional beauty bring the top dollar for this fine variety.

This is an excellent variety with which to start the berry season. Price list page 28.



SURECROP *For Sure Crops*

Surecrop is widely adapted from the upper south through the middle states and into the far north. It is one of our relatively new varieties and its popularity has been growing by leaps and bounds. Among the reasons for the rapid rise of Surecrop to one of our sales' leaders are the following: The plants are extremely vigorous, producing runners very freely and have bluff, healthy foliage which functions well through the berry season. The plants are quite productive, ranking very high in total yield in almost all tests that have been made. As Mr. C. S. Cunningham of Culpeper County, Virginia, wrote us on April 18, 1966, "I have ten different varieties. The Surecrop are the strongest of them all."

Surecrop berries are large, fairly round and shiny red. (See Front Cover.) They are very good in quality, firm enough to ship and the size of the berries holds up well. Surecrop is suitable for freezing and some of our customers think that it is one of the best for freezing.

Surecrop is one of the best varieties that has resistance to red stele and is the best variety that has triple resistance to this disease. In any berry field Surecrop will be outstanding because of the vigor of plant growth and the healthy, hardy foliage. Surecrop is well worth growing for its own merits and enables those who have red stele in their soils to stay in the business of raising fancy quality berries. We consider Surecrop to be one of the great midseason berries.

We have an excellent supply of beautiful Surecrop plants. Price list page 28.

Breckinridge Co., Ky., Jan. 6, 1966. "Three years ago I ordered 300 plants from you and you sent Surecrop. I don't see how there could be better berries of any kind. The first year I gathered about 150 gallons and let 10 or 15 gallons rot by not picking them often enough and close enough. They were large and one person could pick a gallon in 15 minutes." W. S. Hendry

MIDWAY *Midseason-Middle States*

Midway, a cross of Dixieland and Temple, has become one of the more popular midseason varieties since its introduction by the U.S.D.A. in 1960. The berries will average medium to large in size and maintain the good size throughout the picking season. In appearance Midway berries are a uniform deep red color (see color picture center of catalog) with a glossy surface and yellow seeds. Berries are firm, with an irregular to blunt conic shape and of good dessert quality.

Midway plant growth is robust and healthy and the plants are extremely productive. Midway is satisfactory for freezing and the resistance of Midway to the common strain of red stele will increase its effectiveness in sections where this is a problem.

Letters from our customers indicate great enthusiasm for Midway, particularly in Michigan. Indications are that Midway's best area of adaptability is on heavier soils or under irrigation on lighter soils from the middle states west to Indiana. Our Midway plants are beautiful. Try some. Price list page 28.

Ross Co., Ohio, Feb. 15, 1966. "I've bought plants from you for years. No nursery has any finer plants. Allen's plants have the best root system of all." Miss Genevieve Drummond



EMPIRE

A Large Productive, High Quality Berry for the North

Empire is one of the fine varieties from the New York State Experiment Station that has done well in most of the northern states from the Atlantic to the Mississippi. The berries are large, bright and attractive, of better quality but about the same firmness as Premier. Empire berries are not considered good for freezing and the lack of firmness means that they should be handled quickly, kept picked closely and should not be grown too far south. With the right climate Empire will show its characteristic strong vigorous growth and will produce light attractive berries of good size that are easy to market profitably.

We have an adequate supply of plants of this variety. Price list page 28.

FULTON

Fulton is one of the "F" series of varieties introduced by Prof. George L. Slate of the New York State Agricultural Experiment Station at Geneva. Dr. Slate feels that the firmness of this variety makes it well worth trying. It was introduced in 1959 and has proved to have satisfactory yields of attractive, firm-fleshed berries in tests in Maryland, Ohio, New York and other areas extending from the northeast to the central states where it seems best adapted.

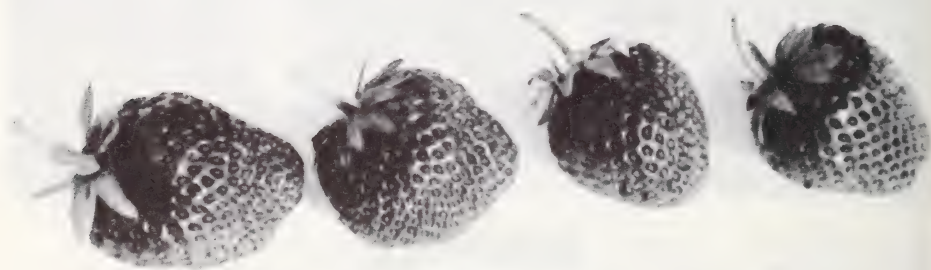
The flavor of the berries is good, freezing quality is satisfactory and the variety certainly seems worthy of trial as a northern commercial variety for midseason use. Plants have proven to be free growing, vigorous and productive with attractive, healthy foliage under good growing conditions. Our supplies are limited. Price list page 28.

DORSETT

Dorsett is a high quality berry which has many good points and a few bad ones. Certified virus free plants of Dorsett are not available but our stock grows as well as can be expected of a variety that is not virus free. Dorsett is productive, attractive and firm with a quality that is only exceeded by Fairfax. Dorsett is best grown on sites that are free from frosts as it is susceptible to frost injury and there is some difficulty in making the blossoms set fruit. Our present stock will make you an excellent fruiting row. Price list page 28.

BIG JOE

Big Joe is one of our oldest varieties, not virus free but a vigorous grower anyway. Plants are moderately productive and the berries average large in size. Berries are fairly firm, and a bright red color with an attractive green cap that makes them very showy and easy to sell. Big Joe is a fairly good shipper. It is somewhat susceptible to late frosts so selection of frosty sites should be avoided. Generally best results have been obtained in the middle states. If you know and like Big Joe we have beautiful plants for you. Price list page 28.



TEMPLE

Temple berries are large, regular with a blunt conic shape and moderately firm. Their color is medium red and they are of good dessert quality with an excellent flavor. Temple plants are highly tolerant of virus diseases, resistant to leaf spot, and it was developed as a commercial variety for use on red stele infected soils. It is resistant to the most common strain of red stele and was the first of the good red stele resistant varieties. Price list page 28.

FAIRFAX *The Finest Garden Berry*

Fairfax is always at the top when varieties are listed for quality. The berries average large in size, many of the first berries being fan shaped, with later ones round and sometimes quite pointed. The berries are firm and have a bright red color when they first ripen. They darken on holding which is not favored on wholesale markets. Fairfax berries should be picked closely, especially in commercial settings. If picking is neglected the bright red berries mixed with the dark berries which have been ripe for several days present a mottled appearance. The size, beauty and quality of Fairfax make it an outstanding berry for retail markets where quality as well as appearance is considered.

Fairfax ripens early in the southern and middle states but becomes mid-season or later when it is grown as far north as New York State. Fairfax is well adapted from Virginia northward and is a moderately heavy producer under good conditions. Every garden should include this delicious treat. Price list page 28.



POCAHONTAS *Production and Popularity*

Our new stock of Pocahontas has regained the growth and vigor characteristics that have made Pocahontas a great variety. It is still the most popular mid-season shipping berry in this area as well as many other sections. Pocahontas' adaptability extends from the upper south through the midwest. With our new stock we feel that Pocahontas is going to continue its pre-eminence for some years.

POCAHONTAS' POWERFUL POINTS

1. Wide adaptability to climate and soil.
2. Productivity equalling Catskill, Sparkle and other great producers.
3. Large average size of berries, together with the bright red attractive color and showiness. (See color picture in center of catalog.)
4. Its pre-eminence as a variety to set in late summer (where plants are available) for a partial crop the following spring.
5. Berries are of good dessert quality (somewhat tart) and considered excellent for freezing.
6. Firmness to make an excellent shipper.

We have a nice supply of very fine Pocahontas plants. Price list page 28.

St. Clair Co., Ill., April 5, 1966. "I received the 500 Pocahontas yesterday and planted them the same day. I received the plants in excellent condition. They were the best I have ever received from any nursery. The tops were green and they had excellent roots. A satisfied customer. . . ." Alfred Speichinger

CATSKILL *Our Sales Leader*

Catskill remains the "King of All Strawberry Varieties" judging by our customers, who really are the ones to know. The virus free stocks, which brought the return of the original vigor of Catskill, make yields of from ten to fourteen thousand quarts per acre not uncommon. Catskill is popular for many reasons.

1. **Adaptation.** Catskill is well adapted to all the northern states and the higher altitudes as far south as North Carolina and westward beyond the Mississippi River.
2. **Berries.** Catskill berries are of large size, moderate firmness, good quality and very attractive appearance. (See color picture on back cover.)
3. **Hardiness.** Catskill has an amazing record of producing successive crops of fine fruit. It has been a sure thing over a long period and we consider it one "must" berry for growers in the upper middle and northern states.
4. **Productiveness.** Catskill has more nice large size fruit and gives a greater total quantity of berries than any other equally productive variety.
5. **Use.** Catskill berries are fine for the fresh market and quite acceptable for freezing. They cap easily, which is quite important where capping machines are in use.
6. **Bonus.** Catskill carries a higher than average percentage of Vitamin C of which strawberries are one of the best sources. In addition, Catskill berries will stand wet weather at picking time better than other varieties which are actually firmer.

CATSKILL COMMENTS

Rutland Co., Vt., October, 1966. "We got 400 Catskill plants from you in 1965, and this year they are actually 17 inches high, and yielded 1,200 quarts. Needless to say, we are delighted with them!" Allen Gee

Clark Co., Ill., April 20, 1966. "We wish to let you know the excellent condition of the 3,000 Catskill berry plants. They were shipped April 1, but due to rail strike were on the road until April 11th. Due to rain we had to hold them until the 16th. Planting was finished the 18th; plants were still fresh. We have always been pleased with your plants but this year really tested their quality. We appreciate doing business with a firm such as yours." Fred Perkins

Piscataquis Co., Maine, May 19, 1966. "I have been intending to write you about the 300 Catskill plants I received from you. I got them May 9th. They were packed nicely, and were nice plants. They are leafing out and doing fine. I know we will get a good crop of berries from them. When your new catalog comes out, please send me one. I will recommend your plants to anyone for good quality." Arland A. Cook, Jr.



EARLIDAWN

Earliest of All



EARLIBELLE

A Southern Commercial Variety



POCAHONTAS

Production and Profit

ALLEN'S

Standard of

82 Y



ROBINSON

Profitable for Northern Growers



SUNRISE

New and Early

PLANTS

Industry for

ARS



MIDWAY

Midseason and Productive

SUPERFECTION

The Old Standby



OUR TWO BEST EVERBEARERS



OZARK BEAUTY

New and Good



✓ **SPARKLE** *For Quality and Yield*

Sparkle is the most popular late variety in the northern states from our experience. It remains among our best sellers and ranks in productiveness with other leaders such as Catskill, Midland and Pocahontas. Sparkle plants are exceptionally vigorous in growth and where growing conditions are favorable plant thinning is frequently necessary to improve fruit size. The plants are resistant to the most common strain of red stele, providing an added element of safety to the grower when this may be a problem. Sparkle plants bloom very heavily so that fruiting time always finds them loaded with sparkling Sparkle berries.

Superb in quality. They are far better than Robinson, Pocahontas, Surecrop and others with which they compete.

Pretty as a picture. The name Sparkle was taken from the fact that the berries actually do sparkle on the vine (See color picture inside front cover.)

Always in demand as a fresh market favorite. Where well grown and carefully picked their shine and finish make them very attractive.

Rich crimson red. They are very beautiful, and although they do darken somewhat on holding, this is no disadvantage.

Known for berries medium to large in size. Where moisture is ample and plants are not too thick, the plants can fully size the large number of berries which are produced.

Late in bearing. The crop is rarely affected by frost, which is the best crop insurance the grower can have.

Excellent for freezing. The fine quality helps, but the rich crimson red color extending clear through the berry is what makes Sparkle topnotch for freezing.

SPARKLE BOOSTERS

Milwaukee Co., Wisc., May 2, 1966. "As we have previously mentioned, Sparkle has been a favorite for years. We have found that the berries ripening near the end of the season are much sweeter than those earlier. For that reason we have sold a lot of Sparkle to diabetics. We have had good size, as large as Catskill. Of course, we use irrigation when needed." Louis W. Koelsch

Grafton Co., N.H., March 7, 1966. "I had a fine crop of Sparkle last summer from plants set spring of 1964 in spite of dry weather. The Sparkle and Catskill from you last spring shaped up into a fine bed when mulched in the fall, and I'm looking forward to a good crop this summer. Always fine plants. Thank you." David B. Dickinson



✓
TENNESSEE

*Best for Late
in the
Middle States*

BEAUTY

Tennessee Beauty berries are as pretty as can be found under good conditions. (See color picture inside front cover.) They run medium to large in size when moisture is adequate and the plants have not been allowed to grow too densely. The caps are outstanding in appearance and come off quite easily, which sometimes poses a problem during picking. Both for freezing and processing the berries are regarded as very good. Tennessee Beauty is excellent for shipping and firm enough so that delays in picking, because of weather or lack of help, result in very little loss.

The plants are very healthy and quite productive with foliage resistant to leaf spot and other disorders. They produce runners very freely and some thinning is necessary to maintain berry size. Although we know and realize that Tennessee Beauty is not as good as it used to be, we feel it is still the best choice in the middle states for a late variety. We have a nice supply of beautiful Tennessee Beauty plants. Price list page 28.

✓ **ROBINSON**

A Money Maker for Northern Growers

Robinson is primarily a variety for the north, as the fruit in the middle states and south is not firm enough for shipping. The berries are usually rather soft and not too good in quality except in the north. Because of its size and its potential as a money maker Robinson has enthusiastic supporters from Missouri to Virginia and north. In Maryland Robinson has been profitable in dry years but in wet years there is considerable loss of fruit because of softness, even with close picking.

Robinson foliage is completely healthy with the plant growth and fruiting bed nearly always good even under adverse conditions. The plants individually are small but they do bear big berries. (See color picture center of catalog.) Some thinning of the plants is usually necessary. As a processor Robinson is not generally accepted except in those areas where it is known and grown. Price list page 28.

JERSEYBELLE

Jerseybelle berries are very fancy (see color picture on front cover), and so outstanding for beauty and size that they never fail to bring the top price. It should be picked at just the right time and handled carefully and promptly. When picked closely, while the berries are still bright red and before they get a deep red color, it is firm enough for retail trade and over-night shipment. The berries have a shiny skin with a tough surface and rather prominent yellow seeds. The cap is large and showy, which is a sales asset. The flavor of the fruit is best described as mild, even becoming bland when fully ripe.

With virus free stocks Jerseybelle has become one of our better growers and makes a good amount of runners under nearly all conditions. Plants are vigorous and remain free from disease although there is a tendency toward leaf spot which can easily be controlled with copper.

For beauty and size, try Jerseybelle. Price list page 28.

ARMORE

Armore is a variety suitable for both commercial and home garden use because the berries not only rate well for freezing but also have a fine dessert quality. The berries will darken if held for some time. The berries are large, irregular, wedge-shaped, with light flesh of medium firmness. They remind one somewhat in appearance of Catskill with later berries being of a round-conic shape and not as irregular as the first ones.

The plant growth is vigorous and you always have plenty of runners for a good fruiting bed. Armore is quite productive and widely adapted. For a large, productive, late variety you cannot go wrong with Armore in the middle states. Price list page 28.

ERIE

Erie is a cross of Sparkle and Premier introduced by the New York State Experiment Station at Geneva. With virus free plants of this variety you are sure of plenty of plants for a good fruiting row. Erie makes strong, vigorous plants with deep green foliage. Fruit color is medium red, bright and attractive. Erie is fair in quality with a moderately tough skin. Erie ripens fairly late, along with Sparkle. Our plants this year of Erie are beautiful. Price list page 28.

ALBRITTON

Albritton is best adapted to the coastal region of North Carolina and to a limited degree to the coastal areas of Virginia and Maryland. The plants make a very vigorous growth and are quite productive when grown in this area. If you move north you do not get the high yields obtained in North Carolina.

Albritton berries are beautiful. We know of no other strawberry that has more class and they demand a premium price in markets where they are available. The berries in color are vivid red, turning to deeper red when fully ripe. They are usually glossy, uniform in shape with exceptional flavor and large size. Albritton is not generally considered a good freezing berry.

We have a nice supply of some very beautiful Albritton plants that will produce for you. Price list page 28.

✓ VESPER (NJ 157)

Vesper fruit is of a rich red color, with a beautiful gloss if harvested at the proper stage of maturity. The primary fruits are furrowed, becoming smoother later, but without the over-all smoothness and uniformity of Jerseybelle. The berries are very large with the cap large and showy and the seeds are raised and attractive. Vesper ripens very late, between Jerseybelle and Redstar, and has been reported as very productive in nearly all cases.

We have heard disquieting reports about Vesper from some of the large commercial growers. The major complaint is that the berries do not carry well. It would be well to check with growers in your area before making a major commitment to this variety.

We have a nice supply of vigorous, well-rooted plants. Price list page 28.



✓ *The Best Real Late* **RED STAR** *The Latest Real Good*

Redstar berries are large and wedge shaped, later becoming mostly round-conic. They are fine in quality with an attractive bright red color which darkens very little on holding.

One problem with Redstar is fasciation, which occurs when several fruiting stems apparently combine forming a broad flat stem. The berries become broadened and contorted, making them less desirable. This condition still exists to some extent with our new virus free stocks, but much less than formerly. The berries average large in size, are firm enough to ship well and attractive enough to sell well.

It is easy to get a fine fruiting row with healthy, beautiful foliage with virus free plants. Because of its lateness, Redstar should be grown where ample moisture is available at fruiting time. Because of its lateness in blooming Redstar is never killed by a late frost so that you are sure to get a crop to extend the season for fancy fruit.

A home gardener can stretch the season feeding the family fine desserts after other berries are finished. A commercial grower can handle a far greater volume of berries with a given amount of help. Redstar is the best real late berry and the latest real good berry. Price list page 28.

AMBROSIA

Ambrosia produces heavy crops of large, attractive, light colored berries. Quality is only fair as most people consider it quite tart. Ambrosia makes a strong, vigorous growth but it is somewhat susceptible to leaf spot. The lateness of Ambrosia bloom means you always have berries to sell, and the lateness of Ambrosia ripening means they usually sell well. Price list page 28.



SUPERFECTION

Superfection is still our first choice as an everbearer because, in our experience, it is still the most reliable in producing berries when you want them—in late summer and fall. However, plant growth remains the perennial problem with Superfection and it is definitely a variety for the superior grower with good soil and adequate moisture.

Superfection berries are light in color and quite attractive in appearance. (See color picture.) They are firm enough to ship moderate distances but in most cases they are used at home or sold at local markets. The flavor is quite tart but with sugar Superfection is a fine addition to late summer and fall desserts.

All everbearing varieties should be planted in hills with the runners removed. The system, described on page 22, has been most satisfactory for many growers. Growing Superfection in the hill system and removing all runners usually gives a good stand of plants with good crops of fruit. With adequate moisture Superfection will set plants quite freely. Under conditions of extreme heat and drought they will die out unless irrigated.

Superfection is also sold as Gem, which was the original name. In past years a variety known as Brilliant proved to be identical with Gem and Superfection. With virus free plants to eliminate differences in vigor of individual stocks you will find Gem and Superfection identical.

Our plants are strong, well-rooted, true to name and virus free, giving you every chance for good results with everbearers. Our supply of this variety is always limited, so we urge you to order early. Price list page 28.

OZARK BEAUTY

Ozark Beauty is an everbearing variety, developed in Arkansas, which appears from our observation to have freer plant growth than any other everbearer. Runner production cannot compare with that of standard varieties.

Fruit is wedge-shaped, firm, glossy and of good quality. The calyx is small and stands up on the berry. Flesh is red, making the berry uniformly attractive. (See color picture center of catalog.) Ozark Beauty is rated good for freezing.

1961 tests at Purdue showed Ozark Beauty was obviously superior to other everbearing varieties evaluated which included Chief Bemeiji, Ogallala, Streamliner and Red Rich. This variety is worthy of trial in all areas and particularly where a grower has tried Superfection and has not been able to achieve a satisfactory stand of plants. Our supply of virus free plants, grown from foundation stock, is very limited. Price list page 28.

FAMILY GARDEN COLLECTIONS

Bargains in Gardens

You get the Best and they cost you Less

We feel that a berry garden should be a "must" with every family. Some of the reasons strawberries are so popular are these:

Everybody can grow them—Experience is not necessary to grow good strawberries. Beginners can grow them successfully and profitably. It is an ideal crop for women, children, older folks, retired persons and farmers with small acreage who need a high income per acre crop.

Versatility—Strawberries can be enjoyed in many ways—fresh from the vines, in preserves and jam and strawberry shortcake. That fresh flavor can be enjoyed the year round by freezing some of them.

A taste treat—The beauty and taste of strawberries rate them as a luxury but one you can afford if you grow them yourself.

Health—Good health comes through the exercise and fresh air incident to planting, growing and picking berries. In addition, strawberries rate as one of the highest of all foods in vitamin C.

Order one of the Collections on these pages. **We pay Parcel Post Special Handling anywhere in continental U.S.A.**

MIDDLE STATES GARDEN COLLECTIONS

Well adapted for heavy production of luscious berries anywhere in the U.S.A. except northern and extreme southern areas.

MIDLAND—Very early; freezing excellence.

FAIRFAX—Finest quality; the garden berry deluxe!

SURECROP—Extremely vigorous; high yield.

TENNESSEE BEAUTY—Best late variety for the middle states.

Collection A	100 plants, 25 each of the 4 kinds	\$ 7.60 (Postpaid)
Collection B	200 plants, 50 each of the 4 kinds	\$11.80 (Postpaid)
Collection C	400 plants, 100 each of the 4 kinds	\$18.70 (Postpaid)
Collection D	1000 plants, 250 each of the 4 kinds	\$37.80 (Postpaid)



Washington Co., Ohio, April 28, 1966. "Plants shipped to us April 5, 1966, Parcel Post, Special Handling, arrived on the 7th in perfect condition. The cost for shipping is a little more, but is well worth the difference. We went through the field yesterday and have not lost one out of 7,000, which I think is a record. Thank you for your cooperation in mailing us good plants."
Oscar Amos

WE PAY MAIL, SPECIAL HANDLING

NORTHERN STATES GARDEN COLLECTIONS

Well adapted for heavy production of excellent berries in northern U.S.A. and Canada, south to about the Ohio River Valley and southern Pennsylvania.

EARLIDAWN—Earliest of all; frost resistant.

EMPIRE—Good dessert quality; dependable producer.

CATSKILL—Hardy and productive; our best seller.

SPARKLE—Late; excellent for freezing; productive.

Collection E	100 plants,	25 each of the 4 kinds	\$ 7.70 (Postpaid)
Collection F	200 plants,	50 each of the 4 kinds	\$11.95 (Postpaid)
Collection G	400 plants,	100 each of the 4 kinds	\$18.90 (Postpaid)
Collection H	1000 plants,	250 each of the 4 kinds	\$38.20 (Postpaid)

New Haven Co., Conn., Feb. 22, 1966. "The plants I got from you last year sure looked promising when I mulched them last fall. I've been buying your plants for at least 25 years and every time I get real nice plants and full count." Amil H. Natusch

NEWEST VARIETY COLLECTIONS

Try these new ones. All have met rigid standards before being released.

SUNRISE—Early; disease resistant; firm; bright red color.

EARLIBELLE—Good size; grows freely.

FULTON—Firm; good size with irrigation.

VESPER—Very large and very late; productive.

Collection K	100 plants,	25 each of the 4 kinds	\$8.80 (Postpaid)
Collection L	200 plants,	50 each of the 4 kinds	\$13.75 (Postpaid)
Collection M	400 plants,	100 each of the 4 kinds	\$21.80 (Postpaid)
Collection N	1000 plants,	250 each of the 4 kinds	\$44.10 (Postpaid)

Allen's plants growing in the shadow of Asbury Methodist Church, just outside of Salisbury.



VIRUS FREE REGISTERED

Plants referred to as "virus free" in this catalog have been field grown by us from virus free foundation stock furnished by the U. S. Department of Agriculture, Bureau of Plant Industry, Soils and Agricultural Engineering, Beltsville, Maryland. Our field-grown stock has been dusted with parathion to control aphids which transmit the virus diseases. It has also been grown at considerable distances from any other strawberry plants. Since viruses do not produce clear cut symptoms in most strawberry varieties but simply weaken and devitalize the plants, no guarantee can be made that these plants are 100% free of viruses. Because of the measures that we have used to protect these plants from virus infection, we believe them to be substantially virus free.

All plants from virus free sources which meet the rigid growing requirements of our Inspection Service are entitled to be sold as "Registered." All our virus free varieties have met these requirements and will carry a label showing that they are "registered." We hope W. F. Allen Company will receive your plant orders, but in any event you should get plants which meet the rigid requirements which entitle them to be registered.

TRUE TO NAME

We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants ordered.

SAWDUST MULCH SPACED PLANT SYSTEM

A Good Way to Grow Everbearers

Everbearing strawberry production in Ohio shows that largest yields and highest profits with greatest ease and economy of operation are secured by following a four-row bed type planting system. (See diagram and picture.)

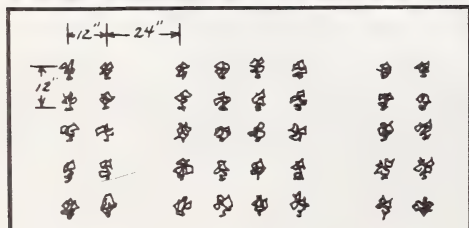
In this system the plants are set one foot apart. A two-foot alley or middle is left between each 4-row bed. The 4-row system produces high yields in August which are maintained during the remainder of the season.

The plants should be set just as early in the spring as the land can be prepared—late March or early April. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After this first hoeing the entire area should be covered with a layer of sawdust one inch thick. This mulch is very important for conserving soil moisture and suppressing weed growth. Later weeds, if any must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.

Sawdust mulch helps to conserve soil moisture during late summer and appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. It is best to maintain a full inch of mulch.

All blossoms which develop on the newly set plants should be removed until early June, or later if plant growth has not been vigorous. After fruit production starts berries may be harvested about twice each week until frost stops growth. If dry weather occurs the crop can be greatly increased in size and quality by irrigation. All runners should be removed from the plants as fast as they develop to insure highest yields.

The Ohio system and variations have been used in many areas for best results with ever-bearers. The cost comes high per acre with more plants and much hand labor required. All reports indicate a carefully managed small or medium size patch will give high profits.



Commonsense Methods for Growing Good Strawberry Crops

Strawberries are grown successfully in every state in the country. They are relatively easy to grow. Beginners can produce fine crops by following commonsense methods.

When Do They Bear? Standard varieties set in March, April or early May, 1967, will bear their best crop in May or June, 1968. Everbearing varieties set in early spring produce berries in late summer and fall of the same year. Fall setting is not a good practice in most cases.

Fall Planting. In spite of some very good results, setting plants in late August, September or early October with the idea of getting a partial crop the following May or June is not generally a good practice. Even if good dormant plants were available, results in most cases do not justify the extra effort. The variety most commonly used is Pochontas. Setting the plants in late October or November to get the job done when not so rushed by work as in the spring or to avoid the hazards of delayed planting in spring due to bad weather is rarely justified now that dormant plants are available. Any advantages should be weighed against the time and trouble of mulching through two winters instead of one and more work in controlling weeds and grass. Usually a part of the fall set plants fail to survive the winter, but those that do survive start earlier and grow better than spring set plants.

What Kind of Soil and Location are Best? Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1. In rolling country a sloping field gives better air drainage and less injurious frosts. 2. Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion. 3. Follow a hoed crop to make less weeds and grass to contend with in the strawberries. 4. Avoid sod land that may

harbor grub worms which cut or injure your plants. Use of chlorodane or aldrin makes the use of sod land much safer. With treatment we would prefer good sod land to poor cultivated land. 5. Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6. A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7. Most important of all—Select land that holds moisture well because (a) it is naturally springy, (b) it has a high water table, (c) irrigation is available or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

Land Preparation. In late winter or very early spring the land should be plowed or in small plots spaded to a depth of 6 to 8 inches. Then with harrow or rake it should be leveled off to form a smooth friable planting bed. Here are some things which are not necessary but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable for the strawberry crop if plowed under while still green.
2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.
3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if

full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning, especially in dry seasons. If used, apply poultry manure to field or garden in the fall for spring planting.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure one to two bushels for every 100 square feet. Manure from poultry and broiler houses either contains chick weed seed from feed or bedding or stimulates excessively the growth of chick weed, which becomes very serious in many strawberry growing areas.

When Should Plants Be Set?

The most important single thing in growing strawberries successfully is to set the plants EARLY. With no other crop that you grow is early spring setting so ALL IMPORTANT. With dormant plants available, plants can be set safely at least two weeks later than with freshly dug stock. In the southern states this means February, March and early April; in the middle states, March and April; in the northern states, April and May. In all states it means just as early as the weather permits you to get the ground ready and the plants set. A good stand and growth are easy if plants are set early so they can become established while the soil is still cool and moist. With late setting good results are very unlikely unless soil and moisture conditions are entirely favorable.

Should Chemical Fertilizer Be Used?

On very fertile garden soils none is needed. On most good soils fertilizer will not prove beneficial if plenty of stable manure of any kind has been applied. On many soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of nitrogen and 5 to 10% of phosphorus may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate

of ammonia should be used in these applications only with great care, as they will injure either roots or leaves if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal or dried blood are safe to use. Any form of phosphorus is satisfactory. Potash is not usually a limiting factor. However, we sometimes use a fertilizer with 2 to 3% of potash just as insurance.

Whatever the soil preparation and earlier treatment, it is well to examine the plant beds in late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer is necessary. If color and growth are not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury.

An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3½ ft. "	18 "	8,297 "
3½ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in. "	18 "	7,128 "

What About Lime? If other crops, weeds or grass have made a good growth on the land you have selected for strawberries it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best; 5 to 7 is satisfactory if organic matter content of the soil is fairly high.

What Care Do Plants Need? They should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in the family refrigerator if there is room. Burying the crate or package for a while in a snowbank is satisfactory. Never, never put your plants in a deep freezer where the temperature will go below 28 degrees Fahrenheit.

The very best way to hold plants is in cold storage at 28 to 32 degrees Fahrenheit. If such storage is not available, open the bundles and spread the plants in thin layers along a V-shaped trench about four or five inches deep. Cover the roots with two or three inches of soil, leaving the buds exposed. Wet the soil and plants thoroughly. A light covering may be necessary. Incidentally, there is one way to play safe. If you have cold storage available, order your plants shipped in March while they are still thoroughly dormant. Moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 28 to 32 degrees F. until planting conditions are just right. If plants are dug after they have made lots of foliage and possibly blossoms, they should not be held more than a few days even in storage.

What Is The Best Method Of Setting Plants? Any method is good which leaves the roots reasonably straight down in the soil. It is best if the roots are spread with the soil pressed tightly against them and the bud just at the surface. With plants that have very long roots, clipping them off to about 4 to 5 inches, which will not hurt the plants, will make a good job of setting easier. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture)



As far as setting tools are concerned, a good garden trowel is best for work in small plots; in larger fields it is common practice to use a transplanter. With a transplanter, it is very important that the setting depth of the plants be checked behind the planter.

How Far Apart Should Plants Be Set? In general we recommend setting plants 18 to 20 inches apart in rows 4 feet apart. This requires a little over 7,000 plants per acre. (See table) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain. Closer setting is suggested also for varieties that make few plants and for varieties which are not virus free.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 x 10 you would need about 20 plants.

High yields can be had from small plots by using the hill system where all runners are cut off. Use planting plan suggested for everbearers on page 30. There are many variations of the hill system. One of the most practical is to use a double hill row with plants 12 inches apart in the row and 30 inches between each double hill row. This plan makes possible economies in cultivation and runner cutting. All hill system plans require extra plants.

Hoing, Cultivating and Training. Frequent hoing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best, 1 to 1½ inches deep with the hoe or slightly deeper with cultivator.

(1) Uncover the buds. At the first or second hoing any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in doing this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for sometime but if the bud is smothered the whole plant will eventually die.

(2) Cut off the blossoms at each hoing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth.

(3) Most of the training of new runners is done at hoing time. A well spaced matted row is the best system for getting the largest crops of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is enough. An excess is no better than weeds. Train the first strong new runners out like spokes from a wheel and root them until a fruiting row 1½ to 2½ feet wide has been formed. When that has been done as many

as possible of the later runners should be pulled or cut off.

Weed Killers. There is much work being done with weed killers at the various State Experiment Stations. We recommend that you write the Experiment Station in your state for their recommendations for your locality. In the right situation weed killers can be a tremendous help but nobody should set an acreage of plants too large to care for if the weed killers do not do the job. We doubt if chemical weed control is practical or necessary on very small plots. Diphenamid has been one of the most promising materials from our experience and observation.

Mulches. Mulching is necessary for winter protection in all the northern states and would be helpful in many fields as far south as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F.) have occurred but before hard freezing (20 degrees F. or lower). It should be removed, at least partly, soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse straw manure and various kinds of hay are satisfactory. In some sections sawdust has been used with good results; also buckwheat hulls. Use whatever you have or can buy at a reasonable price.

Irrigation. If you have irrigation it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not mandatory. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added or because of a high water table. Irrigation during the danger hours will save a strawberry crop from severe frost and freeze damage with temperatures as low as 20 degrees F. during bloom.

Renewing Old Beds. Most commercial growers pick one crop of strawberries and then destroy the planting. Generally this is justified. However, when plantings are on good soil, free from weeds with little insect or disease damage, a second crop may be had economically. To renew beds, don't plow away the old bed. Cultivate middles, remove weeds and grasses and possibly fertilize. On thickly set beds remove some of the excess plants. Don't be afraid of hurting the beds. We have used a heavily weighted (100 lbs.) spike tooth harrow very effectively. Train new runners to any vacant places. Mostly the second crop of

berries is borne on the same plants that produced the first crop.

Diseases and Insects. The breeding programs of the U.S.D.A. and the various State Experiment Stations have emphasized resistance to various diseases in new selections. Particular emphasis has been directed toward red stele and verticillium wilt. If either of these diseases is a specific problem where you contemplate growing strawberries, selection of a resistant variety is unquestionably your best bet.

Among the varieties resistant to several races of red stele are Sunrise and Surecrop. Resistance to one race of red stele is in Redglow, Midway, Temple and Sparkle.

Strawberry varieties have varying degrees of resistance to verticillium wilt. This disease is only a problem in some areas of the north and fortunately we have never seen it on our farms here in Maryland. Verticillium wilt, which causes "summer dying" of strawberry plants, has been particularly bad when strawberry plants have followed a susceptible crop such as tomato, Irish potato, egg plant and pepper.

Based on Varney's work in New Jersey, the following information is available: Among the resistant varieties are Sunrise, Premier, Catskill, Surecrop Temple, Robinson, Tennessee Beauty and Superfection. The varieties with an intermediate degree of resistance include Blakemore, Fairfax, Redglow, Empire and Albritton. The most susceptible variety to verticillium wilt is Earlidawn. Among those varieties with a high degree of susceptibility are Dixieland, Midland, Missionary, Midway, Pocahontas, Armore, Jerseybelle, Sparkle and Redstar.

Strawberry insects injure plants in various ways by feeding on flowers, flower buds, leaves, stems and roots. Some may injure and destroy the fruit. Most insects can be effectively controlled if discovered and identified in time.

The use of chlorodane or aldrin to kill ants, cutworms and grubworms is one of the things that the small grower can do. It is combined with the fertilizer for general application before plants are set and applied at the rate of about 10 lbs. per acre of the actual material in the case of chlorodane.

Space does not permit a complete discussion of other strawberry disorders. If a problem arises we suggest you contact your local County Agent and your State Experiment Station for pamphlets and recommendations. The U. S. Department of Agriculture has two bulletins which are quite good. Farmers' Bulletin No. 2140 (Strawberry Diseases) and Farmers' Bulletin No. 2184 (Strawberry Insects) can be obtained from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., for 15¢ and 10¢ respectively.

INSTRUCTIONS TO PURCHASERS

TERMS: Cash with order. Remit by money order, bank draft, or cash in registered letter. No C.O.D. shipments without part payment.

WHEN TO ORDER—HOW TO SHIP

Order as soon as you have decided what varieties and how many you want. Plants will be reserved for you. Indicate on the order sheet the approximate date you want the plants **shipped** to you. See paragraph on page 24, "When Should Plants Be Set?" Write plainly so that we can get your name and address correctly for prompt acknowledgement of order and delivery of plants.

United Parcel Service: Two-day delivery in Conn., Del., D.C., Md., Mass., N.J., N.Y., Pa., R.I., Va. and W. Va. No service on weekends, so plants must be shipped on Mon., Tues., or Wed. Only 100 lbs. per day may be delivered to any one customer. All R.F.D. and P.O. Box addresses must include name of street or road and nearest crossroad. Charges comparable to parcel post and paid in advance.

Parcel Post (Mail): For shipment of less than 5,000 plants and larger shipments in nearby states. Postal charges are paid in advance. Figure amount according to rate scale and weight table on this page. We strongly recommend "Special Handling" to speed delivery. Additional charges are 25c up to 2 lbs.; 35c from 2 to 10 lbs.; 50c from 10 to 40 lbs.; and 50c for each additional 40 lbs.

We do not advise C.O.D. shipments as they require from 40¢ to \$1.00 additional postage. Also delivery may be delayed for two or more days.

Air Express or Air Freight: For fastest delivery of larger shipments we strongly recommend that you call your nearest airport for Air Express or Air Freight charges. In many cases the cost is very little more than regular express and you may find the speed of delivery well worth the higher cost. Shipping charges are paid when plants are received.

Express: Generally satisfactory if your order is large and the distance is great. Charges are paid when plants are received.

COLLECTIONS: A through N on pages 20 and 21 have Mail, Special Handling charges paid by W. F. Allen Company.

OUR GUARANTEE: We guarantee all plants ordered shipped before May 15 to reach you in good condition. If they are found to be otherwise notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insects, etc. which may affect the plants after their arrival, as these things are entirely beyond our control.

ZONE GUIDE

To help determine postal zone, consult this guide; if convenient ask your postmaster.

Zone 2—includes Trenton, N.J., Harrisburg, Pa., Philadelphia, Pa., Hagerstown, Md., Charlottesville, Va., Richmond, Va., Norfolk, Va.

Zone 3—includes Hartford, Conn., New York, N.Y., Pittsburgh, Pa., Roanoke, Va., Wilmington, N.C.

Zone 4—includes Portland, Maine, Boston, Mass., Albany, N.Y., Buffalo, N.Y., Cleveland, Ohio, Cincinnati, Ohio, Detroit, Mich., Indianapolis, Ind., Louisville, Ky., Nashville, Tenn., Atlanta, Ga.

Zone 5—includes the entire state of Illinois, St. Paul, Minn., St. Louis, Mo., Little Rock, Ark.

Zone 6—includes Houston, Texas, Oklahoma City, Okla., Kansas City, Mo.

Zone 7—includes El Paso, Tex., Denver, Colo.

Zone 8—includes Salt Lake City, Utah and Pacific Coast states.

EFFECTIVE JANUARY 1, 1967								
SURFACE PARCEL POST RATES								
ZONES								
Lbs.								
	1 & 2	3	4	5	6	7	8	
1 & 2	\$0.50	\$0.50	\$0.55	\$0.60	\$0.70	\$0.75	\$0.80	\$0.85
3	.55	.60	.65	.70	.85	.90	.95	1.05
4	.60	.65	.75	.85	1.00	1.10	1.10	1.25
5	.65	.70	.80	.95	1.10	1.30	1.45	1.45
6	.70	.80	.90	1.05	1.25	1.45	1.65	1.65
7	.80	.85	1.00	1.15	1.40	1.60	1.85	1.85
8	.85	.90	1.05	1.30	1.50	1.75	2.00	2.00
9	.90	.95	1.15	1.40	1.65	1.90	2.20	2.20
10	.95	1.05	1.20	1.50	1.75	2.10	2.40	2.40
11	1.00	1.10	1.30	1.60	1.90	2.25	2.60	2.60
12	1.05	1.15	1.35	1.70	2.00	2.40	2.75	2.75
13	1.10	1.20	1.45	1.80	2.10	2.55	2.95	2.95
14	1.15	1.30	1.50	1.90	2.25	2.70	3.10	3.10
15	1.20	1.35	1.60	2.00	2.35	2.85	3.30	3.30
16	1.25	1.40	1.65	2.10	2.45	3.00	3.45	3.45
17	1.30	1.45	1.75	2.20	2.60	3.15	3.65	3.65
18	1.35	1.50	1.80	2.30	2.70	3.30	3.80	3.80
19	1.40	1.60	1.90	2.40	2.85	3.45	4.00	4.00
20	1.40	1.65	1.95	2.50	2.95	3.60	4.15	4.15
21	1.45	1.70	2.05	2.60	3.05	3.75	4.35	4.35
22	1.50	1.75	2.10	2.65	3.15	3.90	4.50	4.50
23	1.55	1.80	2.15	2.75	3.30	4.05	4.65	4.65
24	1.60	1.85	2.20	2.85	3.40	4.15	4.85	4.85
25	1.60	1.90	2.30	2.90	3.50	4.30	5.00	5.00
30	1.80	2.10	2.60	3.35	4.05	5.00	5.85	5.85
35	2.00	2.35	2.90	3.75	4.60	5.70	6.70	6.70
40	2.20	2.60	3.25	4.20	5.15	6.40	7.55	7.55

WEIGHT OF PLANTS:

25 plants, 1 lb. 100 plants, 3 lbs.
500 plants, 15 lbs. 1000 plants, 30 lbs.

PRICE LIST FOR SPRING—1967

	25 plants	50 plants	75 plants	100 plants	150 plants	200 plants	250 plants	500 plants	1000 plants	5000 plants
Early Varieties										
★ BLAKEMORE	\$2.00	\$3.00	\$3.75	\$4.50	\$6.25	\$7.60	\$8.75	\$13.00	\$20.00	\$97.50
DIXIELAND	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
DORSETT	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
★ EARLIBELLE	2.40	3.60	4.50	5.40	7.45	9.10	10.50	15.60	24.00	117.50
★ EARLIDAWN	2.40	3.60	4.50	5.40	7.45	9.10	10.50	15.60	24.00	117.50
★ FAIRFAX	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
★ FLORIDA 90	1.50	2.25	2.80	3.40	4.65	5.70	6.55	9.75	15.00	72.50
★ MIDLAND	2.40	3.60	4.50	5.40	7.45	9.10	10.50	15.60	24.00	117.50
★ MISSIONARY	1.50	2.25	2.80	3.40	4.65	5.70	6.55	9.75	15.00	72.50
★ PREMIER	2.00	3.00	3.75	4.50	6.25	7.60	8.75	13.00	20.00	97.50
★ REDCOAT	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
★ REDGLOW	2.30	3.45	4.30	5.20	7.15	8.75	10.05	14.95	23.00	112.50
★ SENATOR DUNLAP	2.00	3.00	3.75	4.50	6.25	7.60	8.75	13.00	20.00	97.50
★ SUNRISE	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Midseason Varieties										
BIG JOE	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
★ CATSKILL	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
★ EMPIRE	2.10	3.15	3.95	4.75	6.55	8.00	9.20	13.65	21.00	102.50
★ FULTON	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
★ MIDWAY	2.30	3.45	4.30	5.20	7.15	8.75	10.05	14.95	23.00	112.50
★ POCAHONTAS	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
★ SURECROP	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
★ TEMPLE	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
Late Varieties										
★ ALBRITTON	2.00	3.00	3.75	4.50	6.25	7.60	8.75	13.00	20.00	97.50
★ ARMORE	2.00	3.00	3.75	4.50	6.25	7.60	8.75	13.00	20.00	97.50
★ ERIE	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
★ JERSEYBELLE	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
★ ROBINSON	2.00	3.00	3.75	4.50	6.25	7.60	8.75	13.00	20.00	97.50
★ SPARKLE	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
★ TENNESSEE BEAUTY	2.00	3.00	3.75	4.50	6.25	7.60	8.75	13.00	20.00	97.50
Very Late Varieties										
★ AMBROSIA	2.00	3.00	3.75	4.50	6.25	7.60	8.75	13.00	20.00	97.50
★ REDSTAR	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
★ VESPER	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
Everbearing Varieties										
★ OZARK BEAUTY	4.00	6.00	7.50	9.00	12.50	15.20	17.50	26.00	40.00	197.50
★ SUPERFECTION	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50

★ Our plants of these varieties are grown from virus free stocks.
 Regular non-virus free stocks of Premier are available in small quantities.
 Our plants are tied and sold in bunches of 25, and we do not sell less than 25 of any variety.
 Quantity rates are based on plants of one variety. Two or more varieties cannot be combined at the quantity rate.
 All prices are f.o.b. Salisbury, Maryland, at prices quoted, transportation charges additional.

W. F. ALLEN COMPANY SALISBURY, MARYLAND

WE HAVE NO PLANTS OF ANY VARIETY TO SELL FOR SHIPMENT FROM JUNE THROUGH NOVEMBER 15, BECAUSE PLANTS ARE NOT SUFFICIENTLY MATURE OR DORMANT TO DIG AT THAT TIME.

PRICES: All prices in our catalog are f.o.b. Salisbury, Maryland—delivery charges to be paid by purchaser.

HOW TO SHIP

UNITED PARCEL SERVICE: Two day delivery in Conn., Del., D.C., Md., Mass., N.J., N.Y., Pa., R.I., Va. and W. Va. No service on weekends, so plants must be shipped on Mon., Tues., or Wed. Only 100 lbs. per day may be delivered to any one customer. All R.F.D. and P.O. Box addresses must include name of street or road and nearest crossroad. Charges comparable to parcel post and paid in advance.

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AIR EXPRESS OR AIR FREIGHT: For fastest delivery of larger shipments we strongly recommend that you call your nearest airport for Air Express or Air Freight charges. In many cases the cost is very little more than regular express and you may find the speed of delivery well worth the higher cost. Shipping charges are paid when plants are received.

EXPRESS: Generally satisfactory if your order is large and the distance is great. Charges are paid when plants are received.

Please write below the names and addresses of any acquaintances or friends who might be interested in, or buyers of, strawberry plants, and we will send them our catalog.



REDGLOW

The American Beauty

ALLEN'S PLANTS

Standard of the Industry for

82 YEARS

FAIRFAX

Sweet and Large





1885

**"OUR
82nd
YEAR"**

1967

W. F. ALLEN CO.

SALISBURY, MARYLAND



CATSKILL

King of the Midseason Varieties